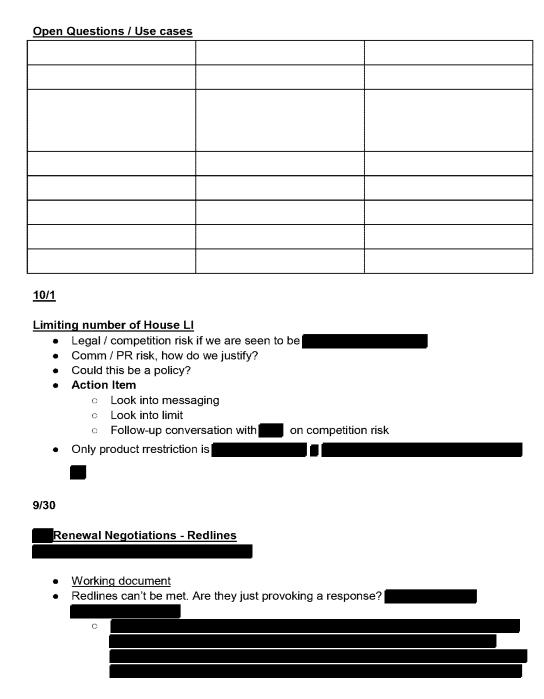
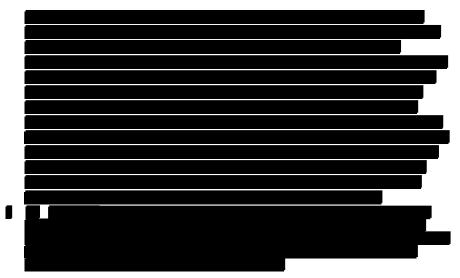
EXHIBIT 67 REDACTED





- Contract expires on 11/30
 - We can decide what to do if no agreement
 - Agreed we will treat them as any partner of equal size → i.e.

 same contract as before Ok to renew these terms (not removing anything from what they have today,
 - Need to understand what when to GPX wrt prices? Pre-approval already done. Can add end date to PA /PD rates?
 - - Not willing to negotiate --> NC team to send an update to
- What if they ask for short extension? E.g. 6 months renewal
- I questions. Unless clarify they are related to the contract
- Use cases
 - 0
 - Who bought inventory in advance vs programmatically
 - Who is bidding on inventory →
- One step forward , two step back
- Project to improve reporting infrastructure
- Will frustrate that process.
- Ambition to use use it

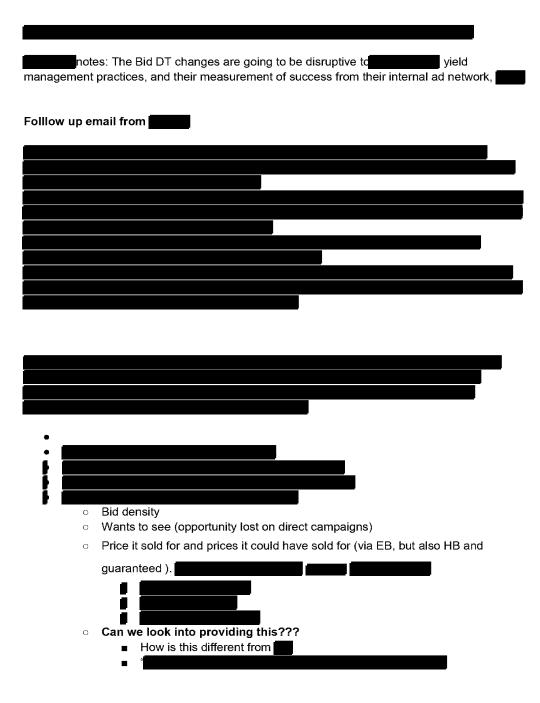
• Follow-up with fields.

9/12

- Use cases
 - o Top advertiser Need every country
 - Geo (+++)
 - Device type (+++)
 - Intent to buy on
 - Understand inventory
 - Crux audience segments
 - Can allow some segments of values . Will look into it
- Isn't our data? We apply privacy concerns and don't need you to be our regulators.
- Joining gives flexibility
 - AdUnit useful
 - o Seller reserve price
- . Request Notify when we discontinue the file
- Understand environment, advertiser / level info
- Bid advertisers
 - Useful to evaluate intent to buy on the
- We can protect the privacy, what we believe in the
- What advertiser

9/10

- Does it matter if is mad? They'll complain anyways
- As long as we don't have any ac reason for making the chang and an argument / story (user privacy) → That's what important.
 - Balance interest of bidder / publishers. Difficult decision. This is where we landed.





- o Dimension
 - KeyValue
 - Search "Geos" >> contextual site
 - Geo
- Ability to run YM depends on this joining→ Will get to

9/3

1P Review

- Concerns user dat data can be leaked via sharing HOB with buyers
- Needed to look into 'mitigating ' leaks risks
- What if we see a trainwreck? What are our options? Do we feel confident 10% numbers will hold @100%?
 - o Think our bidding can adapt. Think equilibrium should be similar.
 - o Need comms flexible in comms to leave room for plan B)

8/29

Affected pubs analysis

 Orrdered list of rules to look at thha are impactful → and are causing too many bids to be rejected

8/27

1P Launch PR / marketing

- Comms to publishers \rightarrow A week before launch. ETA 9/3 (go no go) 9/4 (email) --> 9/10 (20 -30%) \rightarrow 9/18 (95%)
- PR would like to pre-brief press, ideally sharing some high level stats
 - E.g neutral to positive
 - Uptick in queries won by
- Want to do Blogpost + Interviews
- Don't want 2 news cycles. First might be dominated

8/26

Remnant line items exclusion checkbox